

JOSEPH BARNES

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JOSEPH BARNES

Experienced Senior Leader in Strategic Communications, Leadership, Strategic Marketing, Generative AI

Overview: Experienced senior business and community leader, published author, academic, journalist, and nationwide consultant, with executive experience in for-profit, nonprofit, and higher education organizations.

Published Author:

- “[Social Media Safety: What Parents and Teens Need to Know](#),” 2024
- “[Social Media Ethics Made Easy](#)” Business Expert Press, 2017.

PROFESSIONAL INDUSTRY EXPERIENCE

ALBERS SCHOOL OF BUSINESS & ECONOMICS, SEATTLE UNIVERSITY

Professor Emeritus

2007-Present

Teaching in Executive MBA program, MBA program, and undergrad program.

Business Communications, Strategic Marketing, Social /Digital Media Marketing.

Teach and develop curriculum, including strategic marketing, business communications, principles of marketing, public relations, community relations, public engagement strategies, developing strategic approaches to emerging issues, and crisis communications. Special emphasis on DEI, ethics, leveraging generative AI, including AI prompt writing.

ADVISER/CONSULTANT

Kaiser-Permanente of Washington, Consumer Advisory Council.

2021-December 2025

Provide advice and consultation on marketing and strategic communications initiatives.

MOTMOT COFFEE

Board Member

2017-Present

Seattle University Coffee importing and sales business run entirely by students.

Provide advice and consultation.

DIGITAL3000.NET

Principal

2009-Present

Consultant, trainer, executive and leadership coach for businesses nationwide. Clients have included:

ConnectionModel, LLC, (digital agency), The Port of Seattle, Food Lifeline, SHAG (Sustainable Housing for Ageless Generations), Washington State Patrol, Salinas Valley Memorial Healthcare System, and many others. Past clients have included the Scripps-Howard Television Station Group.

GIRL SCOUTS OF WESTERN WASHINGTON, SEATTLE

Chief Marketing and Development Officer

2008-2011

Responsible for strategic communications, strategic planning and execution, financial management, recruiting and hiring.

Recruited by Waldron & Company to bring together marketing/public relations, fund development and product sales into one division, train and mentor staff, build brand understanding, increase media coverage, increase donations, and bring a digital social media strategy and execution to the division. Brought in new staff, trained and developed staff, exceeded product sales goals, membership in Girl Scouts increased annually, brand awareness and brand understanding went up, and we launched an aggressive social media and digital strategy. Provided leadership, hired and managed a cohesive team, developed new revenue sources, launched new programs, built infrastructure, and

developed long and short-term strategic planning. Recognized as “**a visionary change agent**” who consistently pursued improvements to structure, staff, morale and the performance and financial growth of the division.

Created GirlFest, a special event for young women, with over 8,000 girls attending. Sold sponsorships and vendor opportunities. This was a new revenue opportunity for the organization.

Raised the stature of the Gold Award for girls, having presentations by the Governor at the Governor’s mansion.

PACIFIC SCIENCE CENTER, SEATTLE

Vice President of Marketing

2005-2008

- Responsible for strategic communications, strategic planning and execution, financial management, recruiting and hiring.
- Successfully recruited and hired a team of talented marketing and design professionals who contributed to the revitalization of the museum’s brand.
- Successfully revamped the marketing, digital, and design departments.
- Launched aggressive social media initiatives including new website, e-newsletter, and new branding.
- Launched new 18-page publication (tabloid) “Discover” distributed 300,000 every other month. (On ferries, in over 60 businesses, schools, libraries, in newspapers, etc.).
- Turned around five-year membership and attendance slide to be ranked in the Forbes Traveler top 25 of all museums and science centers in the USA.
- **Achieved over \$4 million of news coverage in one year.**

WASHINGTON STATE UNIVERSITY

Director of Strategic Communications and Media Relations

2001-2003

- President’s Cabinet position
- Oversight for all university media relations.
- Coordinated a major statewide funding campaign with the University of Washington
- Worked on alumni relations initiatives.
- Achieved significantly greater news coverage for Washington State University
- Created new crisis communication plan and held seminars teaching all senior university leadership. “**How to control the media**” for the President, Provost, VP’s, Deans, and Chairs.

STORYTELLER COMMUNICATIONS

Partner & Vice President

2001-2011

Team produced gala shows two consecutive years at the Museum of Flight celebrating the Personal Courage Wing and the 35th anniversary of Apollo 13. Show was produced under the largest tent in the state of Washington, 1,100 people attending, and five big screens. **Year one outcome: \$1.8 million raised in one night. Year two outcome: \$2 million raised in one night.**

SOUTHERN NEW HAMPSHIRE UNIVERSITY

2012-Present

- **Instructor**, online, 2012-Present
- Team Lead overseeing 20+ Instructors (2014-2026)
- MKT 700, Graduate Capstone Course
- MKT-675, Ethical & Legal Issues in Mkt
- Marketing Strategies, Graduate Course, Online Faculty
- Social Media, Graduate Course, Online Faculty

WEST VIRGINIA UNIVERSITY, REED COLLEGE OF MEDIA

Adjunct Instructor

2012-2018

- Emerging Media (Graduate Course, Online Faculty), Reed College of Media, Integrated Marketing Communications (IMC) Master’s Degree Program.
- Social Media Graduate Course, Online Faculty, Reed College of Media, Integrated Marketing Communications (IMC) Master’s Degree Program.

- Team lead over other instructors.
- Recipient of the Alexia Vanides IMC Teaching Award, West Virginia University.

UNIVERSITY OF WASHINGTON

Adjunct Instructor

2005-2013

- Marketing Management Certificate (2005 to 2013)
 - Creating Integrated Marketing Communications Plans
 - Social and Digital Media
 - Social Media Ethics
 - Advertising (Traditional and Non-traditional), including how to buy media and create strategic media plans.
 - Crisis Communications
 - Media Relations
 - Public Relations
 - Cause Marketing
 - Research
 - Metrics
- Certificate: International Marketing for International Professionals (2013)
 - Developed content, also course instructor.

CITY UNIVERSITY OF SEATTLE

Adjunct Instructor

2006-2012

- All courses online
- Organizational Communications
- Crisis Communications
- Contemporary social media Tools and Applications (Developed course and was instructor)
- Integrating Social Media Marketing (Developed course and was instructor)

Q13 FOX, SEATTLE

Executive Producer, Morning News

2003-2005

- Responsible for all content and morning news marketing.
- Expanded news from one hour to four hours and doubled market share in key demographics.

KOMO-TV SEATTLE

Vice President and News Director

1996-2001

- Responsible for strategic communications, strategic planning and execution, financial management, recruiting and hiring.
- Responsible for all content and business operations.
- Recruited and hired talented journalists and production staff who contributed to the station's achievement of top ratings.
- Implemented a mentorship program for new hires, fostering their professional development and growth within the organization.
- Brought the station to #1 in news ratings (market share of audience).
- Awarded "Best Newscast" with an Emmy ®
- Achieved the Edward R. Murrow Award for outstanding news program.
- Took the KOMO-TV news website from 3,000 page views a month to over 8 million a month in two years.

JOSEPH BARNES & ASSOCIATES, MARTINEZ, CA

Chief Executive Officer

1986-1997

- Consulted over 40 companies and trained over 200 individuals nationwide in leadership, media, marketing, promotion, and business development.
- Clients included the entire Scripps Howard group, CBS, FOX, and many others.
- Executive and leadership coaching.

KTTV NEWS, LOS ANGELES

Vice President and News Director

1989-1990

Responsible for all content and business operations.

Responsible for strategic communications, strategic planning and execution, financial management, recruiting and hiring.

KPIX-TV NEWS, SAN FRANCISCO

News Director

1981-1986

Responsible for all content and business operations.

Responsible for strategic communications, strategic planning and execution, financial management, recruiting and hiring.

EDUCATION

- **Master's Degree, Speech Communications**, awarded from California University at Hayward.
- **Bachelor of Arts, Communications Studies**, California State University Sacramento
- **Alumni**, St. John's University, New York
- **Alumni**, Fordham University, New York
- **A.A. Degree**, Diablo Valley College, Pleasant Hill, CA
- **Certified Leadership Trainer & Facilitator**, [The Pacific Institute](#)

PROFESSIONAL ASSOCIATIONS

- Member, American Marketing Association.
- Member, Seattle University Chapter of the American Marketing Association.
- Board Member, Seattle University Chapter of the American Marketing Association.
- Faculty Advisor and Member, American Marketing Association, Seattle University Chapter.
- Board Member, MOTMOT Coffee, nonprofit created and operated by Seattle University students
- Past Board member, Marketing Communications Executives International, Seattle Chapter
- Faculty Advisor and Member, American Marketing Association, Seattle University Chapter.
- Former Member, Northwest Science Writers Association.
- Former Member, Northwest Development Officers Association.
- Former Member, Radio Television News Director's Association.

COMMUNITY INVOLVEMENT

- Advisor, Marketing Club, Seattle University. Now a chapter of the American Marketing Association.
- Faculty Advisor, Seattle University, (2016-Present), MOTMOT Coffee, Student run nonprofit social-enterprise offering livable wages and educational scholarship to coffee producers in Nicaragua. Now board member.
- Former Advisory Board member, University of Washington, Marketing for International Professionals Certificate Program.
- Former Advisory Board Member, University of Washington, Marketing Certificate Program.
- Quoted in book "Victory in Our Schools," by former Seattle School Superintendent John Stanford.
- Quoted in book "Stories Trainers Tell: 55 Ready-to-Use Stories to Make Training Stick."
- Volunteer, Junior Achievement, DECA (Puget Sound)
- Member & Guest Speaker, NDOA: Northwest Development Officers Association
- Volunteer helping community seniors, Eastside Seniors. 2022-present.

INVITED SPEAKING/PRESENTATIONS

- Leveraging AI For Education, 2025, Skagit Valley College In-Service Day, Fall 2025
- "Ethics of Using Generative AI," 2024, The Council of State Governments Southern Office (CSG South) is a nonprofit, nonpartisan member organization that serves the southern governments of Alabama, Arkansas, Florida, Georgia, Kentucky, Louisiana, Mississippi, Missouri, North Carolina, Oklahoma, South Carolina, Tennessee, Texas, Virginia, and West Virginia.

- Washington DECA Fall Leadership Conference Presentation, Leveraging LinkedIn for Career Success. 2024
- Washington DECA Fall Leadership Conference. Presentation on social/digital marketing to 1,200 students in attendance. 2022.
- Guest Speaker: 2015, 2016, 2017, 018, Freshmen Kickoff, Seattle University.
- Albers Faculty, Invited Panel Guest Presenter sharing online teaching best practices, January 2017 by Dean Phillips.
- Seattle University, Speaker, Leveraging LinkedIn, 2015, 2016, 2017, 2018, 2019, 2020.
- Invited Faculty Panel Guest (November 2016): Moving Forward Together: Inclusion, Diversity, and Equity After the 2016 Presidential Election.
- Seattle University, Marketing Department, Ethics Presentation, Teaching Ethics in Business Communications. (2016)
- Guest instructor and speaker, HERA, Business Communications and Body Language, at Seattle University. The HERA professional sessions provided training in business skills for local female survivors of human trafficking, violence and exploitation. (2015)
- Guest Speaker: 2015 Seniors, Leveraging Networking Opportunities, Seattle University.
- Seattle University, Speaker, Leveraging LinkedIn, 2014.
- West Virginia University, Invited Conference Speaker, INTEGRATE 2014, Marketing: Nudging Your Way to Persuasion, May 2014.
- West Virginia University, Invited Conference Speaker, INTEGRATE 2013, Marketing Ethics. May 2013.
- West Virginia University, Invited Presentation to Faculty, Social Media and Marketing Ethics Trends, May 2013.
- Seattle University, Speaker, Leveraging LinkedIn, November 2013.
- City University of Seattle, Seminar, Leveraging Social/Digital Media for Educators and Psychologists, October 2012.
- Seattle University, Faculty presentation, Leveraging social/digital media for educators. 2012.
- Puget Sound Chapter American Marketing Association, Speaker, A New Way to Look at CRM. 2012.
- American Camping Association, Los Angeles/Hawaii, Keynote Speaker, Leveraging Social Media, 2009.
- Northwest Development Officers Association, Speaker, Funding Your Way to Success Through Social Media, 2010 and 2011.
- Girl Scouts of America, Speaker, Leveraging Social Media. 2010.
- Public Relations Society of America, Seattle Chapter, Speaker. Leveraging Social Media and How to Create Powerful Videos for Under \$100. 2009 and 2010.
- Marketing Communications Executives International, Seattle Chapter. Speaker. 2006.